



# SPONSORSHIP PROSPECTUS



**FINE TUNE YOUR STRATEGY**



**★ NASHVILLE, TN • AUG 6-8, 2025 ★**





# EXCLUSIVE OPPORTUNITIES

## SAWMILL SAFETY AWARDS BREAKFAST AND SAFETY LEADERSHIP SUMMIT

- **\$7,500**
- **Exclusive - Only 1**

The Sawmill Safety Awards Breakfast is one of the premier events held during the Forest Products EXPO. And we're taking it to the next level by adding a Safety Leadership Summit to the 2025 program!

This special event, open to all exhibitors and attendees on the second morning (August 7) of EXPO and located just steps away from the main exhibit hall, offers the perfect opportunity to get your name front and center among 200+ leading industry professionals!

During the safety awards presentations, guests will enjoy a full-service hot breakfast followed by a Safety Leadership Summit program where safety professionals, industry experts, and thought leaders will discuss important issues on how to operate a zero-incident facility.



### THIS SPONSORSHIP PACKAGE INCLUDES:

- A sponsorship shoutout before the program begins.
- Opportunity to leave literature at each seat for the program.
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on all signage related to the breakfast, your logo on the screen during the breakfast and awards program, all promotional email communication for program reservations, sponsorship signage in the lobby, and in social media promotion leading up to EXPO.



## WOMEN'S LEADERSHIP LUNCHEON

- **\$7,500**
- **Exclusive - Only 1**

The inaugural Women's Leadership Summit at Forest Products EXPO will be one for the books – and the perfect opportunity to get your name out in front of leading industry executives and decision-makers.

This special event, open to all exhibitors and attendees on the second afternoon (August 7) of EXPO and located just steps away from the main exhibit hall, will begin with lunch, followed by informative presentations and panel discussions designed to empower women in the sawmill industry.

### THIS SPONSORSHIP PACKAGE INCLUDES:

- A sponsorship shoutout before the program begins.
- Opportunity to leave one piece of literature at each seat for the program.
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on all signage related to the breakfast, your logo on the screen during the breakfast and awards program, all promotional email communication for program reservations, sponsorship signage in the lobby, and in social media promotion leading up to EXPO.



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## AXE THROWING

- \$7,500
- Exclusive - Only 1

Inspired by Canadian lumberjacks, indoor axe throwing is the latest viral sensation, with axe-throwing facilities popping up in almost every city. That's why bringing axe throwing back for Forest Products Machinery & Equipment EXPO 2025!

**Hit your target and secure new leads by sponsoring axe-throwing!** Let's not split hairs: this sponsorship will fly off the shelf quickly, so don't wait too long!

**Are you ready to bury the hatchet on this amazing opportunity?**

### THIS SPONSORSHIP PACKAGE INCLUDES:

- Three days of axe-throwing fun with custom-branded signage
- Custom-branded axe stickers, banner to hand on the trailer, and giveaway valued at \$500 (SFPA will cover the design, cost, and any necessary shipping).
  - *This ideally would be given to a raffle winner among all participants who hit the target board. Once they do so, they'd have to come to your booth to enter their card for the drawing!*



- Liability waiver setup and maintenance
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.



## SHOW TOTE BAGS

- \$3,500
- Exclusive - Only 1

EXPO 2025 attendees need something to carry all their literature and swag in, and only one exhibiting company can claim this sponsorship, so imagine the brand recognition you'll gain all over the exhibit floor – and the streets of Nashville – in front of existing and potential new customers!

All you'd be responsible for is printing and providing a minimum of 1,500 bags. Need help with that task? Let us know, and we can work out the details.

Get this exclusive sponsorship in your bag now before the competition checks it out!

### THIS SPONSORSHIP PACKAGE ALSO INCLUDES:

- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in lobby and in social media promotion leading up to EXPO.





# EXCLUSIVE OPPORTUNITIES

## OFFICIAL SHOW LANYARD

- **\$7,695**
- **Exclusive - Only 1**

This exclusive feature puts your brand around the neck of every attendee at the event! Be one of the very first brands seen as each attendee picks up their name badge before even entering the show floor!

This high-profile opportunity provides unlimited brand exposure during EXPO 2025. The 1-inch wide lanyard will have the logo of the sponsor printed on both sides of the 36-inch long lanyard. Sponsorship includes lanyard production (you can design it, but we can help if you need us) and shipping.



### THIS SPONSORSHIP PACKAGE INCLUDES:

- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.



## SHOW T-SHIRT

- **\$3,500**
- **Exclusive - Only 1**

Looking for a branding opportunity that will long outlive Forest Products EXPO 2025? Try on our T-shirt sponsorship!

Guaranteed to the first 1,000 registered attendees and distributed at registration, these commemorative T-shirts mark Nashville as the location for EXPO 2025. This is one of those keepsakes attendees ask for and collect to show off year after year - and your name will be all over it!

### AS THE T-SHIRT SPONSOR, YOU'RE RESPONSIBLE FOR:

- Providing, printing, and shipping 1,000 colored 100% cotton T-shirts to the Music City Center.
- Including the EXPO 2025 Show Logo in a single color on the left front chest or one of the sleeves.

Need help with that? We're happy to work with you to produce them for an additional cost.

### THIS SPONSORSHIP PACKAGE INCLUDES:

- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.





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## HOTEL KEYCARDS

- \$7,695
- Exclusive - Only 1

Make your brand visible each time a hotel room door is opened. With 700 hotel rooms available to EXPO 2023 guests, your brand is visible every time an EXPO attendee uses his or her hotel key at each of the official hotels – Cambria, Embassy Suites, Holiday Inn & Suites, and The Westin. You will have the opportunity to design custom art including your logo and booth number to be featured on the hotel key cards. Presented to guests upon arrival.



### THIS SPONSORSHIP PACKAGE INCLUDES:

- Custom-designed key card for each hotel property within the Official Hotel Block
- Minimum quantity of 1,550 key cards
- All shipping, delivery, and taxes.
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.





# HIGH VISIBILITY OPPORTUNITIES

## BEER STATION DURING WELCOME RECEPTION

- **\$5,945**
- **Available: 6**

Have a major presence at EXPO 2023 and get in front of the wood products industry audience just as EXPO 2023 wraps up the opening day in Nashville.



Beginning at 3:30 p.m. on opening day, there be no tears in your beer as a sponsor for the Forest Products EXPO 2025 Welcome Reception. With only six locations across the exhibit hall floor, each sponsored draft beer station features your selected craft or domestic beer and a custom-branded collectible beer glass.

Let guests reconnect with colleagues while holding a logoed glass filled with an ice-cold draft beer of your choice.

### THIS SPONSORSHIP PACKAGE INCLUDES:

- 432 single-color branded 5-ounce collectible beer glasses
- 12 keg of draft beer (domestic or imported) - approximately 400 5-ounce servings. Selections TBD based on availability.
- Custom-branded signage on the keg station.
- Bartender and electrical service connection fees.
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby, at your booth during the bar service, and in social media promotion leading up to EXPO.

*Note: Your exhibit space must be at least 400 square feet and allow 100 square feet to include the beer station in your booth. Booths smaller than 400 square feet can still reserve this opportunity, but we will coordinate with you on where to place the station near your booth.*



## BLOODY MARY BAR

- **\$4,995**
- **Available: 2 Thursday and 2 Friday**

Sometimes people need more than coffee to start the day (or get over a late night on Broadway). A Blood Mary is your time to come to the rescue!

This cocktail is ubiquitous with Southern hospitality, and what better EXPO complement can you offer while you're in Nashville? "This sponsorship includes 250 10-ounce pours with olive and lemon garnishes."

Additional Bloody Marys available for a fee.

### THIS SPONSORSHIP PACKAGE INCLUDES:

- Custom-branded cups.
- Bartender.
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby, at your booth during the bar service, and in social media promotion leading up to EXPO.

*Note: Your exhibit space must be at least 400 square feet and allow 100 square feet to include the Bloody Mary bar in your booth. Booths smaller than 400 square feet can still reserve this opportunity, but we will coordinate with you on where to place the station near your booth.*



# FINE TUNE YOUR STRATEGY



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## MORNING COFFEE

How else can you make your presence known and get in front of new customers? Coffee!

Yes, the fuel that gets everyone going in the morning. While other exhibitors may wait until later in the day to host their happy hours, dinners, and after-parties, take advantage of EXPO's coffee sponsorship and help stand out among attendees while they're fresh – and be the first thing they see for the day!

Your generosity will be an eye-opening experience, so make each morning extra special by helping attendees mingle and build connections over a cup of coffee.

There are **TWO** options to choose from:

### SPECIALTY COFFEE CART

This hosted coffee and espresso cart includes up to **300 drinks (or a 4-hour service time – whichever comes first)**. Visitors will be able to choose from brewed coffee, double espresso shot, chocolate caramel latte, mocha (raspberry), mocha (peppermint), and an assortment of syrups all from Kijiji, a Nashville-based coffee company.

- **\$3,995**
- Available: 2 per day



5 remain

### THE SPECIALTY COFFEE CART PACKAGE INCLUDES:

- Custom-branded, one-color coffee sleeves.
- A complimentary 10-second spot on the digital dormer in the lobby.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.
- Coffee attendant.

**Note:** Your exhibit space must be at least 400 square feet and allow 100 square feet to include the specialty coffee cart in your booth. Booths smaller than 400 square feet can still reserve this opportunity, but we will coordinate with you on where to place the station near your booth.



### STANDARD COFFEE

Sometimes people just want a plain cup of coffee. We get it! This opportunity includes regular black coffee with sugar and creamer.

- **\$2,000**
- Available: 3 per day

### THE STANDARD COFFEE CART PACKAGE INCLUDES:

- Custom-branded, one-color coffee sleeves.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.
- Coffee attendant.

**Note:** Your exhibit space must be at least 400 square feet and allow 100 square feet to include the coffee sponsorship in your booth. Booths smaller than 400 square feet can still reserve this opportunity, but we will coordinate with you to locate the coffee services at a location nearest your exhibit space.





# ADDITIONAL OPPORTUNITIES

## CORNHOLE

- **\$999**
- **Available: 3**

It's the game so popular the American Cornhole League was established! Only three cornhole sets are available and will be placed in The Lumber Yard, Forest Products EXPO's premier networking area!

To sweeten the opportunity, you get to keep the set, which means you can raffle it off to attendees who leave their business cards at your booth!



### THIS SPONSORSHIP PACKAGE INCLUDES:

- Two custom-branded cornhole boards
- Eight custom-branded bean bags
- Carrying case for the set.
- Option to purchase a half-page ad in the official show print program at 50% off (\$499)
- Your logo on sponsorship signage in the lobby and in social media promotion leading up to EXPO.



## NETWORKING/HOSPITALITY LOUNGES

- **\$6,795**
- **Available: 2**

Looking for a private place that's just above the show floor to host customers and guests for quiet meetings, an intimate lunch, or a special event? We have two spaces for you to consider!

### THIS SPONSORSHIP PACKAGE INCLUDES:

- Full room setup, including tables and chairs, daily linen changes and trash collection.
- Access from 7:30 a.m. to :30 p.m. Tuesday-Friday.
- Option for custom setup, catering, and other add-ons (at your own cost and in coordination with the Music City Center).
- Option to add single-sided, inward-facing (not over the show floor) clings on the windows overlooking the show floor (at your own cost and in coordination with the Music City Center).





# PRINT AND DIGITAL OPPORTUNITIES

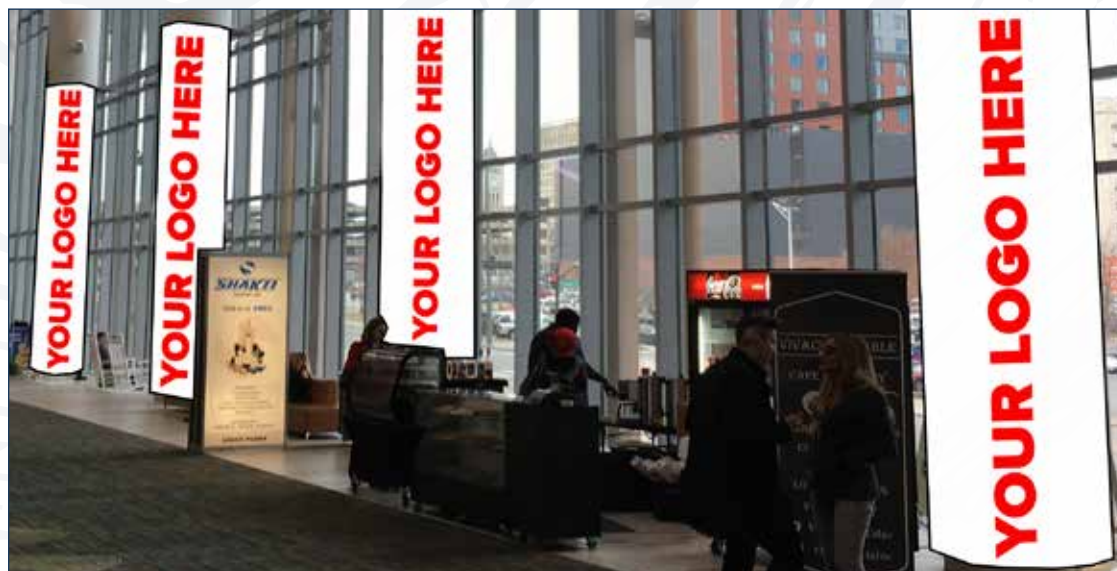
## DIGITAL DORMERS

- **\$999**
- **Available: 10**

Want to be high-tech and showcase your brand on the big screen high above the crowd where they can't miss you? Consider a digital dormer!

There are 10 opportunities every three minutes to showcase your company and greet and connect with attendees as they stream through the main entrance to the show floor via a 10-second display on video boards above each of the two exhibit hall entrances.

Your spot every three minutes will be seen a minimum of 400 times during the entire show!



## COLUMN WRAPS

- Email [cmoises@sfpa.org](mailto:cmoises@sfpa.org) for pricing
- Available: Lobby

Looking to show your support – literally – for the forest products community and EXPO 2025? Check out this 360-degree opportunity to showcase your services in the lobby.



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## SHOWCASE WALLS

Have your brand be the first thing everyone sees when they walk into the Convention Center and head to registration or the show floor on one of four display walls outside the exhibit hall. Walls are installed Tuesday.

*There are four options available (or you can buy them all!):*

### LARGE WALLS OUTSIDE HALL C AND D

- \$9,995 per wall
- Available: 2
  
- Size: 630 square feet (12' 59" by 120" panels)



### SMALL WALLS OUTSIDE HALL C AND D

- \$3,775 per wall
- Available: 2
  
- Size: 238 square feet (9' 48" by 91.5" panels)

*Note: Sponsor will need to work directly with their designer of choice and the Music City Center for printing.*





# PRINT AND DIGITAL OPPORTUNITIES

## OFFICIAL FOREST PRODUCTS EXPO PROGRAM

The Official Show Program is a year-round reference guide for all buyers - and the only publication that covers ALL exhibiting companies at the 2025 Forest Products Machinery & Equipment Exposition.

Advertise here to create a powerful impression that will last throughout the show and deliver value 365 days a year.



### LISTING ENHANCEMENTS

*Exhibiting SFPA Associate Members receive all three listing enhancements FREE!*

#### COMPANY LISTING IN COLOR - \$200

Stand out among competitors and upgrade your Official Show Program listing with a color profile!

#### COMPANY PROFILE - \$400

Connect with the right EXPO attendees by detailing your services in your Official Show Program listing with this 75-word profile so you reach your target audience before they even step onto the show floor.

#### COMPANY LOGO - \$450

Add your full-color company logo to your Official Show Program listing to pop out even more!

#### PACKAGE PRICE - \$875

**SAVE 18%** by purchasing all three!

### ADVERTISING

*All ads must be submitted as a CMYK, high-resolution PDF file with embedded fonts and images. Deadline to submit is June 16, 2023.*

#### BACK COVER

- \$2,199
- Available: Only 1 available!
- Size: 4.25" x 9.25"

#### INSIDE FRONT COVER

- \$2,199
- Available: Only 1 available!
- Size: 4.25" x 9.25"

#### INSIDE BACK COVER

- \$2,199
- Available: Only 1 available!
- Size: 4.25" x 9.25"

#### FULL PAGE

- \$1,799
- Size: 3.5" x 8.5" (no bleed);  
4.25" x 9.25" (with bleed)

#### HALF PAGE

- \$899
- Size: 3.5" x 4.0"